

ABSTRACT

When a label tape 36 after the printing on a label 39 has been fed to a tape cutting position, heating elements R1 - Rn of a thermal head 9 is situated to face a position slightly on the upstream side of a label front end position (at the downstream end in the feeding direction) of the next label 39 which will be printed on next and to face a position on the downstream side of a print start position of the next label 39 ($a < b$ in Fig. 7), and a mark sensor 12 is situated on the upstream side of the heating elements R1 - Rn and to face a position slightly on the downstream side of a position indication mark 39B ($c < e$ in Fig. 7).